

What Were the Fears of Television Taking Over Radio in the 1950s?

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How did Radio Change to Stay Relevant to the Times?

In the 1950s Australians could afford more entertainment products than ever before. Prior to the introduction of television, radio was the most popular form of entertainment in Australia. In 1955, it was estimated that 97 per cent of Australian households owned a radio set. When television began broadcasting in homes in 1956, however, radio stations were forced to alter their programming from comedy, drama and variety shows. Radio broadcasting started to change to what radio is today, strongly focused on music, talk, news and sports. Because of the popularity of television, radio also had to improve its look and accessibility to reconnect to the 1950s Australian population. By the end of the 1950s, new, convenient, portable transistor radios made it possible for people to take their radios outdoors and install them into cars. This gained the attention of Australia enough to keep the use of radio going until today, the 21st Century.



Sources:

-http://en.wikipedia.org/wiki/Radio_programming

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